

**4G LAUNCH:
ZONG STRATEGIC MOVE IN PAKISTAN**



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Executive summary

The project focuses on the changing trends in the Telecom sector of Pakistan. The 3G/4G bidding in Pakistan was a defining moment in the Telecom sector. The two major players in the auction were The Government and the Telecom Networks operating in the country. For The Government, it was an opportunity to increase foreign investment and decrease the debt deficit. The mobile networks were more concerned about the decreasing ARPU (Average Revenue per Minute). The auction underwent with the consent of the both parties. ZONG went for not just 3G but also 4G license. This decision by ZONG was not just a financial decision but brand management decision. It provided ZONG with the opportunity to change its image from being the cheapest brand to the most advance brand.

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